

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
BOARD MEETING

Wednesday, October 8, 2008 3:00 p.m. – 5:00 p.m.

The Pavilion Building, 109 State Street, Montpelier
Governor's 4th Floor Conference Room

Board Members or Designees Present:

Brian Flynn, Ted Marcy, Amy Brewer, Edna Fairbanks Williams, Teresa Leyro, Chris Finley, Kate Larose, Sheri Lynn, Christy Taylor Mihaly, Marcia Lawrence, Ryan Krushenick, Dani Carey.

Guest(s) Present: Kelly Stoddard

MINUTES

Minutes appear in italicized typeface

Public Comment (10 min)

No public comment

Approval of Minutes (5 min)

Minutes of the Board's September 10th meeting were APPROVED.

Announcements (Brian) (10 min)

Brian reviewed a current article and evidence for tobacco control programs' return on investment.

Brian welcomed Teresa Leyro, now an official Board member.

Review and Discussion of Statewide Partners Meeting (Sheri) (10 min)

Sheri gave an overview of the Statewide Partners Meeting and results of the participant evaluation. Eighty-two respondents had a favorable opinion when asked the extent to which the conference had helped "inform, plan and advance our shared work." Sheri will look into the dissemination of the PowerPoint presentations. One topic of interest that was discussed during the conference was SNUS. Vermont's taxation on this product is by weight.

Smoking Cessation Media Campaign - VOTE (Yvonne, Brian) (30 min)

Yvonne Zietlow summarized the campaign strategy and played several audio recordings of potential radio spots. About \$350,000 will be spent on this campaign. Ted and others discussed the importance of evaluating the success and outcomes of the campaign. For example, we may need to add questions to the ATS, and track the utilization of the quitnet website. Also discussed was the importance of involving Community Mental Health Centers in cessation efforts. EDNA: MOTION TO APPROVE MEDIA CAMPAIGN. RYAN: SECOND. NO DISCUSSION, ALL IN FAVOR, NO ABSTENTIONS.

Tobacco Trust Fund Policy - VOTE (Brian) (10 min)

EDNA: MOTION TO DISCUSS. TED: SECOND.

There was agreement to an amendment in second paragraph: "...preventable disease and early death in the United States."

Stephen will look into presenting the Board's policies on the website.

MOTION TO ACCEPT THE TRUST FUND POLICY WITH THE AMENDMENT AS DISCUSSED: ALL IN FAVOR, NO ABSTENTIONS.

Stephen will disseminate this new policy to the Joint Fiscal Committee and others as needed.

Youth Access Policy Recommendations - VOTE (Christy) (30 min)

EDNA: MOTION THAT THE BOARD RECOMMEND THE POLICY CHANGES AS WRITTEN. AMY: SECOND. MOTION ON THE FLOOR FOR DISCUSSION.

Concerns were expressed about the 'community service' language.

Kate cited TAP, TEG, and the Scientific Advisory Panel.

CHRISTY: REVISED MOTION THAT THE BOARD RECOMMEND TO THE LEGISLATURE THAT THE PENALTIES TO RETAILERS FOR SALES TO MINORS AND FAILED COMPLIANCE TESTS BE INCREASED AND THAT THE PENALTIES TO MINORS FOR VIOLATIONS OF THE STATUTES ON POSSESSION, PURCHASE, AND ATTEMPTED PURCHASE [AND MISREPRESENTATION OF AGE] BE INCREASED AS WELL. Revised MOTION ACCEPTED AND SECONDED. NO FURTHER DISCUSSION. ALL IN FAVOR, NO ABSTENTIONS.

The Board asked the Enforcement Committee to further discuss the penalty structure and alternatives to fines for (1) attempted purchase by a minor, (2) possession by a minor and (3) misrepresentation of age in obtaining tobacco. This is not expected to be done by the next meeting. There was some concern expressed about language such as diversion, treatment, etc.; this will be further discussed in the Enforcement Committee.

The next sentence was added following the discussion at the Board meeting on November 12, 2008:

The Board asked the Enforcement Committee to develop formal language regarding fines for possible inclusion in the Board's annual report and the Committee should bring this language to the next meeting.

"Closing the Loophole" Proposed Legislation Change - VOTE (12 min)

Presentation (Coalition for a Tobacco Free Vermont)

Kelly Stoddard presented the Coalition's proposed legislation change. The Board agreed to vote whether to support the Coalition's agenda at a future meeting in order to allow the Coalition to develop more specific language related to the change.

Other Business (3 min)

Stephen reminded the appointed Board members of their entitlement to a stipend and travel reimbursement.

Meeting Adjourned at 4:59 p.m.

Minutes Submitted by Stephen Morabito.

Materials for Discussion:

- VTERB Meeting Minutes (September 10th, 2008)

- Cover Letter to Governor re: VTERB Budget Recommendations
- Bloomberg statement on benefits of reducing tobacco use
- Draft Tobacco Trust Fund Policy
- Legislative Proposals Summary